

WHAT IS CLAIMED IS:

1. A method for electronically ordering broadcast content for subsequent delivery thereof, comprising the steps of:

receiving a broadcast electronic transmission including coded information identifying the content of the broadcast transmission at a consumer location;

5 decoding the coded information identifying content at the consumer location; and

at consumer selection, automatically transmitting to an order fulfillment center an order for selected content based upon the decoded information which uniquely identifies the selected content.

2. The method defined in claim 1, wherein the coded information is embedded inaudibly and invisibly in the broadcast transmission, the decoded information being transmitted via a communication link from the consumer location to the order fulfillment center for fulfilling an order from a consumer.

3. The method defined in claim 2, wherein the communication link comprises one of a wireless communication network, wired communication network and a combination thereof.

4. The method defined in claim 2, wherein the order is transmitted immediately upon identifying the selected content.

5. The method defined in claim 1, wherein the decoded information is displayed at the consumer location before transmitting the decoded information to the order fulfillment center.

5 6. The method defined in claim 1, further comprising the steps of storing the decoded information at the consumer location, selecting at least other content by decoding and storing respective decoded information identifying the at least one other content, and transmitting the stored decoded information as a custom order to the order fulfillment center.

7. The method defined in claim 6, further comprising the step of selecting the order of the recordings of the at least one and other selected content, deleting any of the selected contents and changing the order of positioning before transmitting the custom order to the order fulfillment center.

8. The method defined in claim 6, further comprising the step of transferring the custom order to a broadcast content consolidator wholesaler to record the at least one and other selected content together.

5 9. The method defined in claim 4, wherein the decoded information of the at least one selected content represents a standard work, the method further comprising the steps of checking the inventory to determine availability of the standard work, and if the standard work is not available, contacting the broadcast content consolidator wholesaler.

5 10. The method defined in claim 1, further comprising the step of transmitting information concerning a method of recording of the at least one selected content comprising recording the selected work on one of a tape, CD, DVD and a combination of these along with the decoded information to the order fulfillment center.

11. The method defined in claim 1, further comprising the step of delivering the at least one selected content to the consumer upon receiving the order by one of delivering the selected content to a home address, delivering to a retail outlet, downloading it on a PC located at the consumer location or at a distance therefrom,
5 and a combination of these.

12. The method defined in claim 1, further comprising the step of registering a consumer at the order fulfillment center such that the consumer is assigned a PIN for automatically authenticating the consumer transmitting the decoded information, and a consumer deposit account which is identified upon verification of the PIN, and
5 the step of automatically charging the deposit account upon receiving the order.

13. The method defined in claim 1, further comprising the steps of displaying the decoded information at the consumer location.

14. The method defined in claim 1, where the step of receiving comprises receiving at a consumer location via a radio means apparatus in a mobile vehicle.

15. The method defined in claim 1, wherein the step of automatically transmitting comprises transmitting via a cellular communications link.

16. A system for electronically ordering selected content transmitted by broadcast transmission and embedded with coded information which identifies the content, for providing subsequent delivery of the content comprising:
a receiver located at a consumer location and operative to receive the
5 transmitted content and coded information;

10 a content code interpreter coupled to the receiver and operative to decode the coded information of at least one selected content from the broadcast transmission, the content code interpreter being operative to transmit an order for the at least one selected content based on the decoded information to a fulfillment center spaced at a distance from the consumer location for fulfilling the order.

17. The system defined in claim 16, wherein the content code interpreter is a stand-alone unit or an integral part of the receiver, the receiver comprising one of a TV set, portable radio, automobile radio, stationary radio, PC and a combination thereof.

5 18. The system defined in claim 16, further comprising a display coupled to the content code interpreter and operative to display the decoded information of the at least one selected content transmitted via a communication link which comprises one of a wired communication network, wireless communication network and a combination thereof.

19. The system defined in claim 18, wherein the displayed decoded information comprises one of names of individual songs, CDs, radio shows, TV shows, names of performers, other information capable of identifying the at least one selected content and a combination thereof.

20. The system defined in claim 16, wherein the content code decoder interpreter operative to indicate whether the transmitted are being encoded.

21. The system defined in claim 16, wherein the content code interpreter is operative to store the encoded information identifying the at least one selected

content, select another transmitted content, and decode coded information identifying
the other selected content to build and manipulate order queues before transmitting
5 the stored decoded information of the selected content to the order fulfillment center.

22. The system defined in claim 16, wherein the content code interpreter is
operative to recognize the voice of the consumer identifying a method of delivery of
a recorded copy of the selected content, the method of delivery comprising one of
mailing the recorded copy to a home address of the consumer or to a retail outlet, and
5 downloading the selected content on a PC via the Internet.

23. The system defined in claim 16, wherein the content code interpreter has
a transmitting mechanism enabled by the consumer upon decoding of the coded
information for transmitting the decoded information to the order fulfillment center.

24. The system defined in claim 16, wherein the order fulfillment center has
a computerized system having software for checking whether the selected content
contained in the received order are readily available based on the transmitted
decoded information, and, if the selected content are not readily available, the
computerized system has software for sending the order to a broadcast content
10 consolidator/wholesaler which has a respective computerized system provided with
software for recording the selected work based on the decoded information and with
software for confirming the order.

25. The system defined in claim 24, wherein the computerized system of the
order fulfillment center has software for registering consumers such that each
consumer is assigned a respective PIN and account number associated with the PIN,
the PIN being transmitted along with the decoded information.

5 26. The system defined in claim 16, wherein the content code interpreter is operative to transmit information concerning a security card or a credit/debit card and the PIN.

 27. The system defined in claim 24, wherein the computerized system of the order fulfillment center has software for tracking the recording and delivery of the consumer order.

5 28. The system defined in claim 16, wherein the receiver comprises an automobile radio.

 29. The system defined in claim 16, where the content code interpreter transmits the order to the fulfillment center via a cellular communication link.

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